



DM-28-G

March 18, 1993

To All Division Managers

SUBJECT: Full-Price Multi-Brand POS

919-741-5000

Winston-Salem, N.C. 27402

F. M. 13/2/93

T & D 13/2/93

S. R. M. 1 1 1

S. A. M. 22 13 29/13

Multi-brand full-price POS is now available for use where you would like to work multi-brand coupons or buydowns across more than one brand. Five pieces are currently available (a display channel strip will be available April 5) which say "Special Offer" in yellow on a blue background. A white area is part of each piece (except static cling shelf strip) to communicate the special coupon/VPR/buydown offer. All pieces are packed in SKUs of 25 and are available as follows:

	<u>Commodity #</u>
Dump Bin Riser Card	404461
Premium Display Riser Card	404472
24" Package Merchandiser Card	404483
Static Cling Shelf Strip	404494
Military Folding Shelf Strip	404505
Display Channel Strip	407794

Brand-specific POS, which is not promotion-specific, is currently available for WINSTON (allocated to sales area level), SALEM, VANTAGE, MORE and NOW. Similar POS is being developed for CAMEL and specifics will be communicated at a later date. Brand-specific POS should be used wherever possible when you are dealing with a promotion covering only one brand family. Where multiple brand families are involved, you may use the above listed multi-brand pieces or a combination of multi-brand and brand-specific pieces.

When placing multi-brand full-price POS, it is recommended that the work plan POS piece be retained behind the multi-brand copy so that brand advertising is available when multi-brand POS is removed by the Field or the store. Work plan POS will provide back-up after the featured promotion sells through at retail.

When promoting from a PCD or other permanent platform, the following items may be ordered on an as-needed basis if not currently on location:

- Small Channel Strip Holder - item #159942, packed 20/SKU
- 24" Pack Merchandiser Card Holder - item #175012, packed 10/SKU

Please do not over order so that we do not waste resources.

Program Contact: POS - Wanda Snow, #3325

R. J. Reynolds Tobacco Company

M-4

"We work for smokers."

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SALES MATERIAL SYSTEM
FORM/ITEMS ORDER

ORDER NUMBER: 3091-0493

TO ORDER - ENTER THE ITEM NUMBER(S) AND THE QUANTITY DESIRED:

[illegible]

PF1 - RETURN TO PREVIOUS SCREEN\MENU PA1 - HELP (NON-ENTERED QUANTITIES AND
PF2 - RETURN TO ORDER ENTRY MENU ITEMS WILL BE LOST ON RETURN)
PRESS ENTER TO CONTINUE (MAXIMUM ENTRY IS ONE SCREEN)

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